

# The Tobacco Institute believes the American public is entitled to complete, authenticated information about cigarette smoking and health.

## The American Cancer Society does not seem to agree.

Is the public entitled to complete, authenticated information about research on cigarette smoking and health? The Tobacco Institute thinks it is; the American Cancer Society apparently thinks it is not.

The Tobacco Institute has recently challenged the Cancer Society on a matter of importance to the public—and the public health. The Cancer Society has not accepted this challenge.

On February 5, the Cancer Society called a press conference in the Waldorf-Astoria Hotel in New York City to discuss a research project titled, "The Effects of Cigarette Smoking Upon Dogs." Through the efforts of the Cancer Society, the public was led to believe that this experiment is a landmark achievement which, for the first time, demonstrates that lung cancer, resembling lung cancer in humans, can be produced in animals with cigarette smoke.

The Cancer Society claimed that this result refutes the contention of the tobacco industry that there is no laboratory proof of a connection between cigarette smoking and lung cancer. The Society also said that the findings should have an impact on cigarette smoking and should result in a reassessment of the adver-

tising claims and policies of the tobacco industry.

The Tobacco Institute does not—and the public should not—accept these claims at face value. Here are the reasons:

1. The present accounts of this study are based solely upon information and interpretations provided to the press. The study has not been published in any scientific journal. The findings were not subjected, as such findings normally are, to rigorous independent scientific review.

2. This history of tobacco and health research contains many examples of experiments which were initially hailed as scientific breakthroughs, but on later evaluation proved to be of little significance. Unfortunately, the initial and premature announcement of these experiments makes news, but the later criticism of the work rarely comes to public attention.

3. The Tobacco Institute has requested the Cancer Society, in writing, to permit a thorough independent evaluation of the experiment and its results. We said we would propose as reviewers men of outstanding competence and integrity, with wide experience in areas relevant to the data, who, we believed, would be thoroughly accept-

able to the Society. We also stated that if the Society should, for good reason, reject any scientist we propose, we would nominate a substitute. Finally, we offered to bear all costs needed for this independent analysis.

The Cancer Society has twice rejected this proposal—in letters dated March 12 and April 17.

We continue to hope that the American Cancer Society will permit the examination of this work in the manner we have proposed. If the study is as important as the Cancer Society has represented it to be, the Society should have no hesitation in submitting it for review.

The tobacco industry recognizes and accepts a responsibility to promote the progress of independent scientific research in the field of tobacco and health. In discharging that responsibility, we believe that the industry has spent, and continues to spend, more money for such research than any organization in the United States.

If the Cancer Society continues to deny access to this recent work, we believe this will serve as convincing evidence to the public, lay and scientific, that the data will not support the allegations made at the Society's Waldorf-Astoria conference.

*We will be pleased to send the complete text of all correspondence on this matter between the Cancer Society and The Tobacco Institute to any interested individual or group.*

**The Tobacco Institute**  
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